BTEC Assignment Brief

Qualification	Pearson BTEC International Level 3 Extended Diploma in Business and Hospitality
Unit number and title	**Unit 29: Personal Selling and Promotional Skills for Hospitality**
Learning aim	**A:** Explore marketing strategies and principles as used in the hospitality industry
Assignment title	
Assessor	
Issue date	
Hand in deadline	

Vocational Scenario or Context	You are working as a trainee in a marketing department. Your manager is interested in the effectiveness of the promotional activities for different businesses and has asked you to write a blog that examines the promotional activities used by two contrasting hospitality business and their effectiveness.

Task 1	You will need to research a number of hospitality businesses to choose **two** to write about. The two businesses chosen will have contrasting functions e.g. a fast-food business and luxury hotel. The first past of your report will compare the promotional activities of **both** businesses and their benefits. This will include: • Promotion • Advertising • Sales promotion • Public relations (PR) activities • Direct marketing • Personal selling The final part of your report will evaluate the success of the promotional mix for each of these businesses. Your blog must use appropriate marketing terminology accurately and be clearly and fluently expressed so it can be understood by the target audience. All conclusions will be fully justified and supported by good use of independent research evidence.
Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria you must show that you are able to:

A.D1	Evaluate the success of the promotional activities used by two chosen hospitality businesses.
A.M1	Compare how two contrasting hospitality businesses use promotional activities and the benefits to each.
A.P2	Explain the benefits of promotional activities for two contrasting hospitality businesses.
A.P1	Explain how two contrasting hospitality businesses promote their businesses.
Checklist of evidence required	A blog A research log

Sources of information to support you with this Assignment	BOWIE D, BUTTLE, F, BROOKES M AND MARIUSSEN A. (2016) Hospitality Marketing, 3rd edition, Routledge. BRASSINGTON, F. and PETTITT, S. (2012) Essentials of Marketing. 3rd Ed. Harlow: Pearson. GROUCUTT, J. and HOPKINS, C. (2015) Marketing (Business Briefings). London: Palgrave Macmillan. JOBBER, D. and CHADWICK, F. (2012) Principles and Practice of Marketing. 7th Ed. Maidenhead: McGraw-Hill. KOTLER, P, BOWEN, J, MAKENS J AND BALOGLU S (2016) Marketing for Hospitality and Tourism, Global Edition, 7th edition, Pearson
Other assessment materials attached to this Assignment Brief	*none*